

# Kinepolis Group Press Release

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## 22 million Kinepolis visitors in 2007

In 2007 Kinepolis Group welcomed 22 million visitors internationally to its cinema complexes. This represents a fall of 3.4%\* compared with the previous year (22.8 million visitors), due mainly to the comparison with the very strong results recorded in 2006, the warm spring and the mediocre range of international films. Kinepolis's recent complexes in Bruges (2006), Nancy and Granada (2004) recorded remarkable growth in the past year. Kinepolis Ostend, which opened in July 2007, got off to a cautious start. September and April appear to have been the weakest months of the year for Kinepolis Group, while July was the best month of all.

The top films of 2007 were 'Pirates of the Caribbean: At World's End', 'Harry Potter and the Order of the Phoenix', 'Ratatouille', 'Shrek the Third', 'Spiderman 3' and 'The Simpsons Movie'.

As previously announced, tickets sales in the first half of the Kinepolis year suffered as a result of the warm spring weather and the less attractive range of films on offer until May. July and August were extremely successful in terms of ticket sales thanks to a strong programme with numerous children's and family films, largely offsetting the weaker visitor figures of the first half of the year. Tickets sales in September were only moderate. For more information about the first three quarters, please refer to the relevant press announcements.

In the last quarter, ticket sales in **Belgium and France** were clearly below the previous year.

International year-end films in 2006 such as '*Casino Royale*' and '*Happy Feet*' were released earlier in the quarter than the 2007 Christmas blockbusters such as '*The Golden Compass*' and '*I Am Legend*'. The year-end top films last year were clearly more to the taste of the cinema-going public than this year, and this affected visitor figures. However, ticket sales in **Spain** did very well in the last quarter thanks to two local blockbusters, the Spanish thrillers '*El Orfanato*' and '*Rec*'; together with further growth at Kinepolis Granada and the improved accessibility of Kinepolis Madrid.

The top international films in the fourth quarter consisted respectively of '*The Golden Compass*', '*I Am Legend*', '*Bee Movie*', '*Enchanted*', '*El Orfanato*' and Kinepolis's first 3D film, '*Beowulf*'.

Whereas the 2007 film year clearly had a 'blockbuster season' stretching from the beginning of May until the end of August, the expected successes in 2008 are clearly more evenly spread.

'*I am a Legend*' is continuing its success into 2008 and '*National Treasure 2*' has got off to a great start. The range of films on offer over the next few months looks very promising, including '*Asterix and Obelix*', the 3D film '*Fly Me to the Moon*', '*10,000 BC*', '*Indiana Jones 4*', '*Chronicles of Narnia: Prince Caspian*', '*The Mummy 3*', '*Bond 22*', '*Harry Potter and the Half-Blood Prince*', '*Escape from Madagascar*' and '*Shopaholic*'.

2008 also promises to be a good year for local films such as '*Los*' and '*Suske en Wiske*' (Flanders), '*Paris*', '*Bienvenue chez les Ch'tis*' and '*Disco*' (France) and '*Mortadelo & Filemon 2*' and '*Los Crimenos de Oxford*' (Spain).

	Belgium 11 complexes	France 7 complexes	Spain 3 complexes	Switzerland 1 complex	Total*	2007/2006*
First quarter	2,589,465	1,805,304	1,200,201	45,310	5,640,280	-1.5%
Second quarter	2,169,300	1,548,639	1,276,773	44,619	5,039,331	-8.3%
Third quarter	2,634,383	1,698,704	1,404,475	48,377	5,785,939	4.4%
Fourth quarter	2,518,910	1,490,969	1,515,901	47,155	5,572,935	-7.7%
January- December 2007*	9,912,058	6,543,616	5,397,350	185,461	22,038,485	
January - December 2006*	10,641,006	6,688,322	5,273,312	202,017	22,804,657	
2007 / 2006*	-6.9%	-2.2%	2.4%	-8.2%		-3.4%

\* after deduction of the visitor figures for the Polish complex, Cinema City Kinepolis (transfer of operation on 19/01/07)